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JAN 14 1925

BAUR-STEINKAMP & CO.

YEAR 1925



Betty Lou

3800 ROOKWOOD AVENUE
INDIANAPOLIS, INDIANA



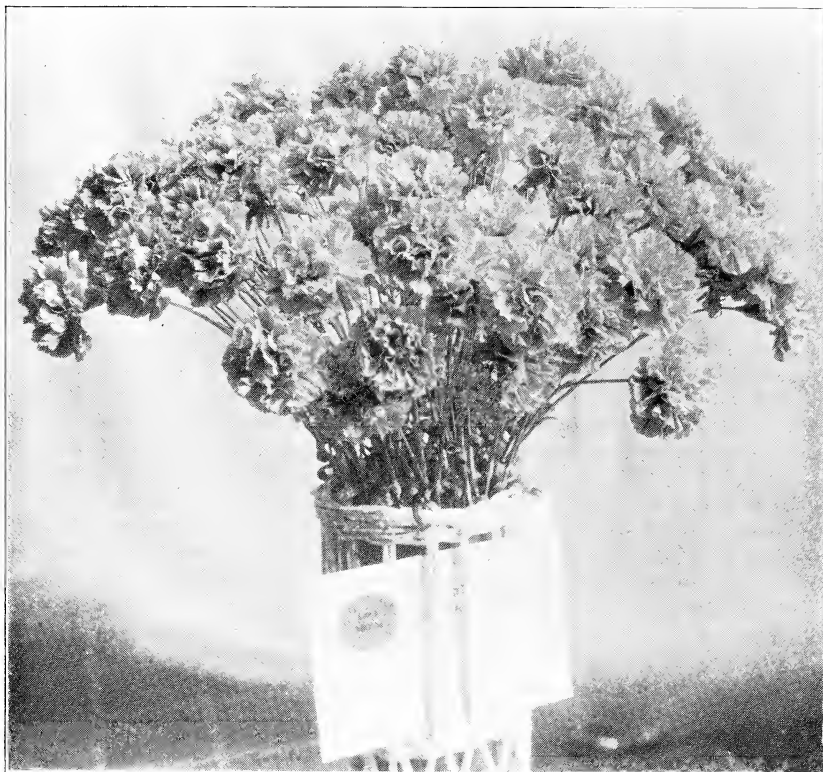
URING our 25 years of uninterrupted growing experience never have we been able to offer our patrons and critical buyers a more varied and choice collection of carnations and chrysanthemums.

Our doors are always open to the visitor who seeks to view our grand array of seedling carnations now on display and growing on our beds and we shall be only too glad to discuss cultural methods with the worthy. Also the postman makes regular deliveries to our establishment and we shall be pleased to correspond with the tradesman regarding the merits of our new introductions and standard sorts.

At the several fall flower shows our former introductions of chrysanthemums have been very prominent. The exhibitors gratefully acknowledge that our varieties give their display just the right color tone, and perfect form, to be awarded the honors.

We solicit book accounts but parties unknown to us will please furnish two or three references in the trade with whom they have been doing business and allow sufficient time for investigation; otherwise cash must accompany order. We do not practice shipping perishable stock C. O. D. All bills are due on the first day of the month following date of invoice, unless otherwise agreed upon.

BAUR-STEINKAMP & Co.



BETTY LOU

In offering this variety for dissemination this year, we do so with a confidence we have seldom before experienced. We have been growing it five years and during that time it has made good in every test to which it was put. We have staged it at numerous florists' club meetings and in every instance it was given a high score. At the National Flower Show at Cleveland Ohio, last March, it won the Gold Medal as the best new variety. At the New York Horticultural Society's fall show, held in November last, it was awarded a special silver medal. We have shipped it long distances and it always came through smiling. We have sold it to the trade in this city and the blooms are always given preference over other sorts in the same color. We feel that Betty Lou will fill the demand for a variety to take the place so long held by Mrs. Ward. Orders booked ahead, indicate a very wide dissemination.

\$15.00 per 100; \$125.00 per 1000.

CARNATIONS

NEW AND STANDARD VARIETIES

RADIANT—We introduced this variety last season as a bread and butter red. Its fine color, which does not dull in dark weather nor fade in strong sunshine, will appeal to the grower who plants red in limited quantity and wants only one variety to cover the season. \$10.00 per 100, \$80.00 per 1000.

VARIEGATED ROSALIA — Variegated carnations are found useful on many occasions where customers want something different. Variegated Rosalia gives the necessary quality to enable the artist to put up work of outstanding quality. \$6.00 per 100, \$50.00 per 1000.

ROSALIND—This is another variety that will be welcomed by the artist who delights in turning out work that is distinctive. Being a sport from Matchless, with bright pink centre, it combines a pleasing color with its parent's fine keeping qualities. The color varies somewhat with the weather. \$10.00 per 100, \$80.00 per 1000.

DONALD—The trade is looking for a good crimson. Donald has made a good record on the exhibition table and is recommended highly as a commercial as well. \$10.00 per 100, \$80.00 per 1000.

WINSOME—This variety had a very wide dissemination last season. It is showing up very well this season and should give a good account of itself. Produces large blooms on long stems. The color is a pleasing shade of medium pink. We have a large stock. It is best in cool weather. \$11.00 per 100, \$100.00 per 1000.

SUPER SUPREME—A great improvement in color on Enchantress Supreme from which it sported. Wherever it was tried out, it is displacing that variety as rapidly as stock can be worked up. We were unable to meet the demand last year and have prepared a large stock for this season's propagating. Many advance orders have been booked. \$7.00 per 100, \$60.00 per 1000.

SURPRISE—Ever since Laddie was introduced, there has been a demand for a variety that approached it in quality, but possessing also a freer blooming habit. Surprise was given to the trade by the same introducer to fill that want. It has the same color, is not quite so large in size, but has long and strong stems and much greater productiveness. Surprise should prove a valuable sort. \$10.00 per 100, \$90.00 per 1000.

BETTY JANE—Beautiful shade of medium pink. Makes fine plant in the field and gives a good yield. Will bear topping later in the fall than most varieties, to throw the first crop into the cool weather. \$10.00 per 100; \$80.00 per 1000.

ELDORA—A fine variegated of the bread and butter type. Pink stripe on a white ground. Makes fine plants in the field and blooms freely throughout the season. Should quickly displace Benora on account of its easy culture and more pleasing color. \$8.00 per 100, \$75.00 per 1000.

MAINE SUNSHINE—The only yellow grown in quantity today. Difficulty in propagating keeps the price up, but it grows readily enough and blooms freely after leaving the propagating bed. The blooms sell readily and at top prices. \$15.00 per 100, \$120.00 per 1000.

LADDIE—The premier of all carnations in point of quality. Where quality is appreciated, this variety should be grown in large quantity. We have a fine stock. \$12.00 per 100, \$100.00 per 1000.

RED ROSALIA—A scarlet of very high quality. Should be planted fairly early to insure an early winter crop. Once it comes into crop it blooms freely. The blooms are always fine in color, large in size and it never splits the calyx. Does extra fine when carried over the second season. \$6.00 per 100, \$50.00 per 1000.

EDNA—A free flowering commercial scarlet. Makes fine plants in the field, comes into bloom quickly and flowers continuously. Quite a favorite through the middle west. \$6.00 per 100; \$50.00 per 1000.



SNOWBOUND

A seedling from Mrs. Rager and might be described as a great improvement on that variety. It has the same upright growth, needing less tying than most varieties. Produces extra large blooms from the terminal bud and gives a full percentage of perfect flowers. Grows five feet from June planting and is ready to cut November 1st. Large enough for exhibition and yet a fine commercial. We were fortunate enough to secure a yellow sport from this fine white, which will be offered as soon as sufficient stock can be worked up.

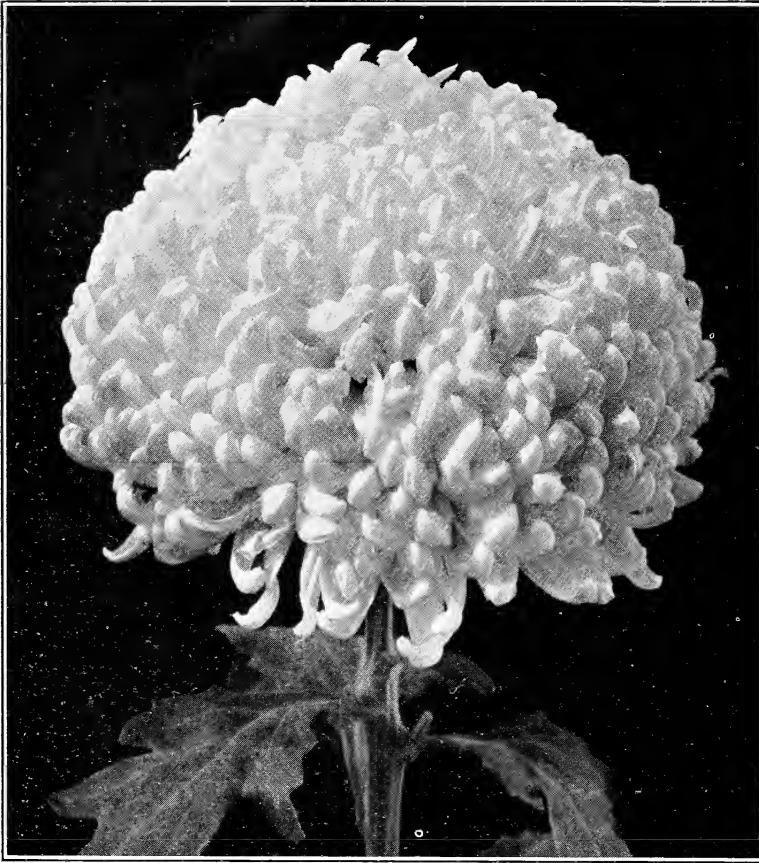
Snowbound \$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



OCTOBER ROSE

Large incurved pink. Comes into flower October 10th and will overshadow all other pink varieties coming into bloom at the same time. It is as large as the best midseason varieties. Straight, upright growth with good foliage. Gives best results from terminal buds. Grows five feet from June planting.

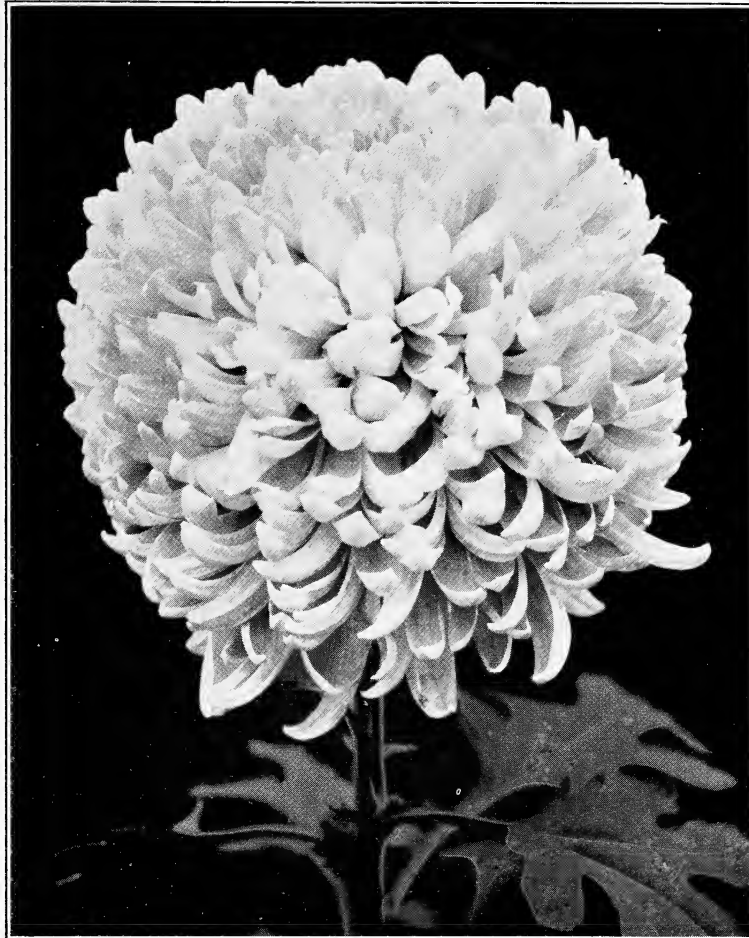
\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



YUKON

This variety should prove a boon to the grower who ships his blooms to distant markets. Belongs to the closely incurved section. Bright clear yellow. Fine stem and foliage. An easy doer and grows five feet from early June planting. Blooms November 1st. Take terminal bud.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



DISTINCTION

Coming into bloom after the midseason flood has passed it should prove to be of more than ordinary value. Its round incurved bloom will ship and handle well. The plant grows very erect and the stem is rigid and clothed with good foliage. Blooms November 15th to 25th. Grows four feet from June planting. Take terminal bud. Color—a bright rose pink.

\$5.00 per doz., \$25.00 per 100; \$200.00 per 1000.

NEW POMPONS

YELLOW-FELLOW

A good variety to follow Nuggets. Produces fine sprays of clear yellow blooms. Blooms are of the large pompon type. Each bloom is supported on a rigid stem and the sprays are not overcrowded. A strong grower, producing a large yield per square foot of bench space. One of our best. Blooms November 10th and later.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.

WHITECAPS

Flowers are purest white, medium size and born in well shaped sprays. Stems are longer than the average, which makes it valuable where large basket arrangements are made. Blooms the latter part of October.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.

BOKHARA

This variety comes nearest to combining the various shades of red, rose and bronze seen in autumn leaves of all the varieties we know. Very useful in producing autumn effects, so popular during mum season. Blooms October 25th.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.

STORM PETREL

Comes in ahead of the main crop. Produces round blooms of medium size and carried in fine sprays. Vigorous plant, giving a good yield. Blooms October 20th. The blooms are white.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.

CHRYSANTHEMUMS

RECENT INTRODUCTIONS

SNOW-WHITE—This variety has proven up wherever it was grown the past season. Its pure white blooms, born on straight stems, clothed with dark green foliage make it a favorite with the grower who leans toward the incurved type of bloom. Will be planted by the thousands this year and young stock will be in great demand. Blooms November 1st. Take terminal bud. Grows four to five feet from June planting. \$10.00 per 100, \$80.00 per 1000.

MEGAN—One of those straight growing varieties with small foliage that can be planted close and made to yield a large number of blooms per square foot of bench. Bright pink that does not fade readily. Incurved bloom. Ready to cut Nov. 1st. Grows five feet from June planting. Take terminal bud. \$10.00 per 100, \$80.00 per 1000.

MONUMENT—A most satisfactory large commercial white. Comes into flower Nov. 15th to 20th. Pure white in color. Incurved form and large in size. Foliage is medium size and the stems are rigid, making it a splendid variety to handle. Grows five feet from June planting. Take terminal bud. \$10.00 per 100, \$80.00 per 1000.

CITRONELLE—Its large size and general all-round excellence has made this variety a great favorite. Blooms Oct. 20th. Clear lemon yellow. Strong upright growth. Three to four feet from June planting. Take terminal bud. \$10.00 per 100, \$80.00 per 1000.

GOLDEN KING—A splendid yellow to grow for Thanksgiving trade. Clear bright yellow. Incurved form. Good grower. Strikes us as a splendid late commercial yellow. Terminal bud. \$10.00 per 100, \$80.00 per 1000.

PINK TREASURE—Looks like an improved Chieftain. Has made a good impression the past season. \$7.00 per 100, \$65.00 per 1000.

GLORIOUS—Our very best pink for cutting the last week in October. Its large blooms and pleasing color make it popular with both grower and retailer. Grows four feet from early June planting. Take terminal bud. \$6.00 per 100, \$50.00 per 1000.

NUGGETS—We consider this the very best yellow pompon to bloom the first week in November. Its bright yellow blooms produced in ideal sprays and its splendid growth and profusion of bloom make it the ideal variety for either cutting or pot plants. \$7.00 per 100, \$60.00 per 1000.

PINK DOT—Has made a hit this fall with its beautiful color, which as its name implies, is blush white with a crimson dot in the centre. The sprays are ideal and the plant yields a heavy crop. Blooms October 25th. \$7.00 per 100, \$60.00 per 1000.

ROSE CHARM—Bright rose pink, especially valuable where a solid color effect is wanted. Fine sprays and strong growth giving a good yield. Blooms Nov. 1st. \$7.00 per 100, \$60.00 per 1000.

STANDARD VARIETIES

\$4.00 per 100, \$35 per 1000, except where noted.

WHITE

CRYSTAL GEM—Earliest large flowering white. Oct. 1st to 10th.

OCONTO—Second early white. Large bloom. Oct. 10th to 20th.

BETSY ROSS—Incurved white. Oct. 20th to Nov. 1st.

JOSEPHINE FOLEY—Large, incurved pure white. Oct. 25th.

MRS. RAGER—Incurved pure white. Nov. 5th to 15th.

LYNNWOOD HALL—Large incurved white. Nov. 15th to 25th.

DECEMBER BEAUTY—Incurved white. Thanksgiving and later.

YELLOW

COMOLETA — Earliest commercial yellow. Oct. 5th to 15th.

TIGER—Good second early yellow. Oct. 15th to 20th.

SUNGLOW—Good incurved yellow. Oct. 20th to 25th.

GOLDEN GLORY—The very best yellow for cutting the last week in October. Large enough for exhibition.

LENA BAUM—Yellow sport from Mrs. Rager.

WHITTIER — Incurved yellow. Nov. 15th to 25th.

DOLLY DIMPLE—Light yellow. Nov. 20th and later.

CELEBRATION — The great Thanksgiving yellow.

PINK

TOKIO—Large early pink. Oct. 12th to 20th.

PROGRESS—Bright incurved pink. Oct. 20th to 25th.

VENUS—Fine incurved light pink. Oct. 20th to 25th.

CHIEFTAIN — The commercial standard for early November.

MRS. SEIDEWITZ — Large incurved pink. Nov. 15th to 25th.

THANKSGIVING PINK — Best pink for Nov. 20th and later. The very best pink to grow for Thanksgiving.

MISCELLANEOUS

BARBARA DAVIS—Large bronze. Early November.

HARVARD—Best dark red. Nov. 10th and later.

POMPONS

\$4.00 per 100, \$35 per 1000, except where noted.

AUTUMN GLINTS — Golden bronze.

BABY—Small button yellow.

CHICAGO PEARL—Late flowering white. \$6.00 per 100, \$50.00 per 1000.

CRYSTAL WHITE—Best white to flower in early November.

FLORA—Best dark red.

FRANK WILCOX—Grown in large quantity for Thanksgiving.

GOLDEN CLIMAX—Fine yellow for early November.

HILDA CANNING—Bronze with red eye. Fine.

IDA—Best early yellow.

LILIAN DOTY—Good rose pink. Good for disbudding.

LUCIA—Light lavender pink.

LUCRETIA—Lavender pink with dark centre.

LUELLA—Light pink.

NIZA—Early light pink.

PINK DAISY—Fine sprays and pleasing color. Single.

SNOW-CREST—Good white. Fine sprays.

SNOW-BIRD — Small flowered white.

SOURCE DE OR—Same as Golden Feather. Fine.

SUNSHINE—Anemone flowered yellow. Thanksgiving and later.

VARSAITY—An earlier and greatly improved Baby.

WHITE DOTY—White sport from Lilian Doty. Fine for disbudding.

WESTERN BEAUTY—Best late pink. We have a large stock.

RED BEU—A reddish sport from Frank Wilcox (Mrs. Beu) Should prove valuable for Thanksgiving. \$6.00 per 100, \$50.00 per 1000.

Delivery on Chrysanthemums will begin in February.

Prices quoted are for rooted cuttings.

NEW GERANIUM

"Indianapolis Pink"

This is a greatly improved Mrs. Barney, from which it is a seedling. The plant grows stronger. The trusses and florets are larger and the color is a true bright rose pink. A fine bedder and a good seller in the spring. We recommend this variety very highly. We are offering young plants from two-inch pots.

\$3.00 per doz., \$20.00 per 100.

POINSETTIAS



One of our leaders. We have many customers whom we supply with young plants year after year. Our stock goes everywhere safely. We pride ourselves on our packing.

We do not ship in paper pots.

Let us book your order early, to insure delivery when you want them.

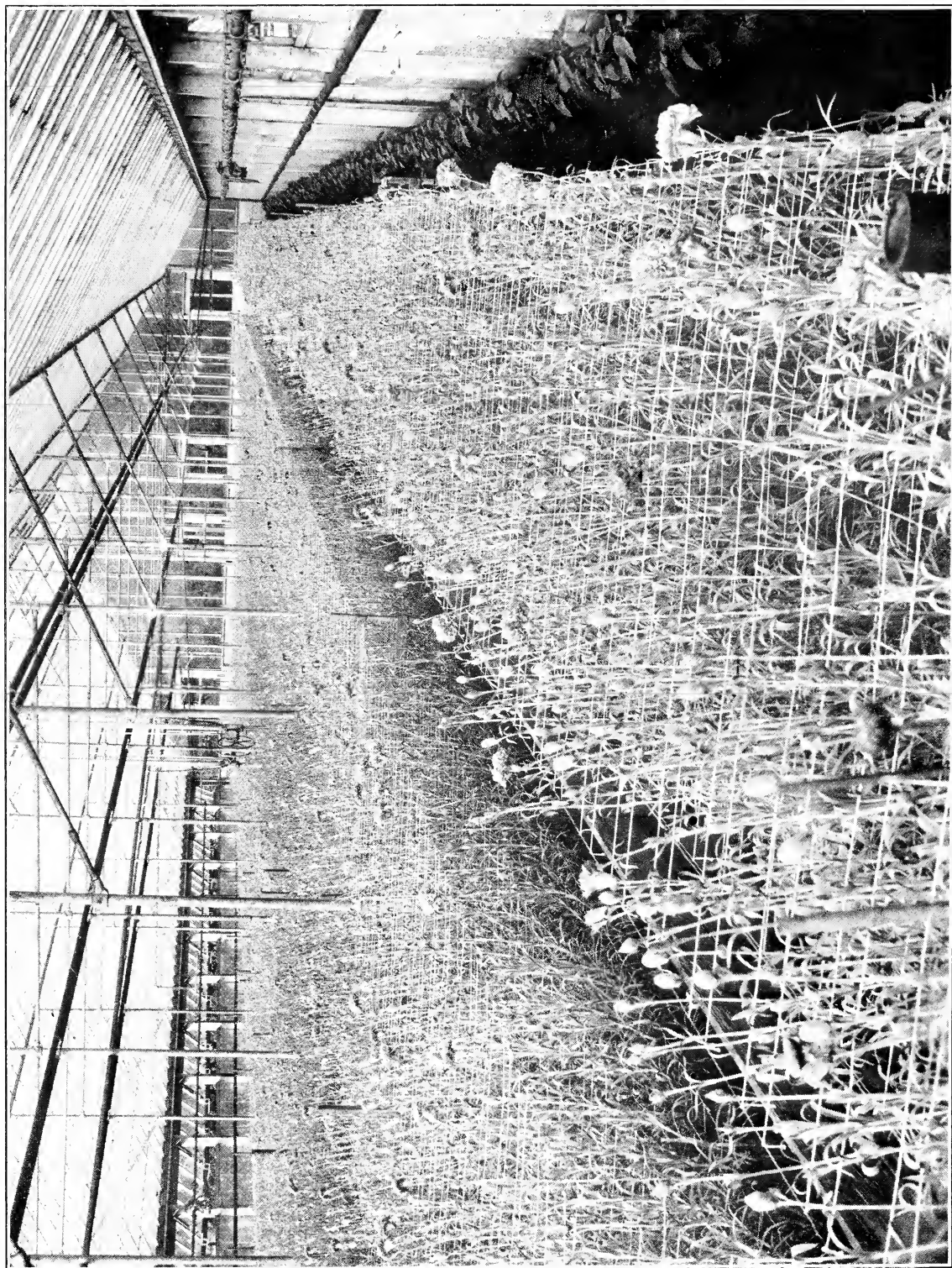
\$9.00 per 100,

\$85.00 per 1000.

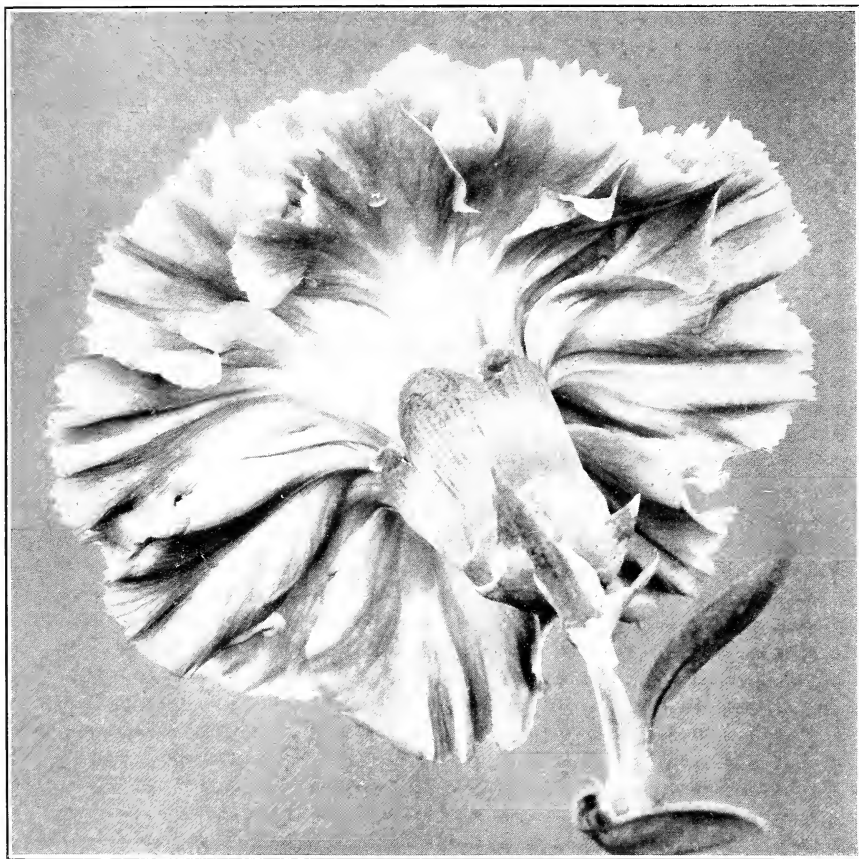
EUPHORBIA JACQUINEAFLORA

A good plant to grow along with your poinsettias. Its beautiful sprays of orange scarlet blooms are useful for cutting or for making up plant baskets. Needs poinsettia temperature.

\$12.00 per 100, \$100.00 per 1000.



"Betty Lou" Photographed Oct. 10, 1924



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